

Cigarette Required Warnings – English and Spanish
U.S. Food and Drug Administration
PROPOSED Edition 1.0, November 2010

This document contains the required warnings that must be included on cigarette packages according to § 1141.10(a)(2) (21 CFR 1141.10(a)(2)), and the English-language and Spanish-language required warnings that must be included in cigarette advertisements according to § 1141.10(b)(3) (21 CFR 1141.10(b)(3)). Additional requirements relating to these required warnings are set forth in part 1141 (21 CFR part 1141) [[hyperlink to part 1141](#)].

The Federal Cigarette Labeling and Advertising Act (FCLAA), 15 U.S.C. 1331 *et seq.*, requires each cigarette package and cigarette advertisement to bear one of nine textual warning statements. FDA's regulations at part 1141 require that these textual warning statements be accompanied by color graphics depicting the negative health consequences of smoking. The required warnings contained in this document consist of the nine textual warning statements and their accompanying color graphics. According to § 1141.10(a)(2), the warning for cigarette packages that is required by § 1141.10(a)(1) must be obtained and accurately reproduced from the electronic images in this document, except that the warning must be adapted as necessary to meet the requirements of section 4 of FCLAA and part 1141. When English-language and Spanish-language warnings for cigarette advertisements are required by § 1141.10(b)(1) and (b)(2), § 1141.10(b)(3) requires that each required warning be obtained and accurately reproduced from the electronic images in this document, except that the warning must be adapted as necessary to meet the requirements of section 4 of FCLAA, including area and other formatting requirements, and part 1141.

FCLAA provides for different formatting variations for each required warning. For packages, this document provides two formats for each required warning. One of the formats presents the textual portion of the required warning in black text on a white background and the other one presents the textual portion of the required warning in white text on a black background. For advertisements, this document provides four formatting variations, two for the English-language warnings and two for the Spanish-language warnings. One of the formats for each language presents the textual portion of the required warning in black text on a white background and the other one presents the textual portion of the required warning in white text on a black background. All of these advertisement formatting variations are enclosed by a rectangular border.

The different formatting variations for each of the nine required warnings are presented below underneath their respective textual warning statement.

In addition, this document contains the color graphic for use (in combination with one of the nine textual statements) in advertisements with a small surface area (i.e., of less than 12 square inches).

[Note: This proposed document has placeholders for where thumbnail displays of each image would be included. In addition, larger high resolution versions of each image would be available

for viewing by (1) clicking on each thumbnail and (2) by clicking on the link at the bottom of the document to download compressed files for all the images.]

“WARNING: Cigarettes are addictive.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Los cigarrillos son adictivos.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Tobacco smoke can harm your children.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: El humo del tabaco puede hacerle daño a sus hijos.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND

THUMBNAIL IMAGE WITH
SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Cigarettes cause fatal lung disease.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Los cigarrillos causan enfermedades pulmonares mortales.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Cigarettes cause cancer.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Los cigarrillos causan cáncer.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Cigarettes cause strokes and heart disease.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Los cigarrillos causan derrames cerebrales y enfermedades cardíacas.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Smoking during pregnancy can harm your baby.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Fumar durante el embarazo puede dañar a su bebé.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Smoking can kill you.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Fumar puede matarle.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: El humo del tabaco causa enfermedades pulmonares mortales a los no fumadores.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

“WARNING: Quitting smoking now greatly reduces serious risks to your health.”

Required Warnings for Packages

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND

Required Warnings for Advertisements – English language

REQUIRED WARNING IMAGE -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Required Warnings for Advertisements – Spanish language

Spanish translation of required warning statement: “ADVERTENCIA: Dejar de fumar ahora disminuye considerablemente los riesgos graves a su salud.”

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
BLACK TEXT ON WHITE
BACKGROUND WITH BORDER

REQUIRED WARNING IMAGE
WITH SPANISH TEXT -
WHITE TEXT ON BLACK
BACKGROUND WITH BORDER

Image for use on advertisements with a small surface area (i.e., less than 12 square inches)

IMAGE

This color graphic must be used (in combination with one of the nine textual warning statements) on advertisements with a surface area of less than 12 square inches

Compressed files with all images

[[link to download high resolution PDFs of all images](#)]